

Fig. 1

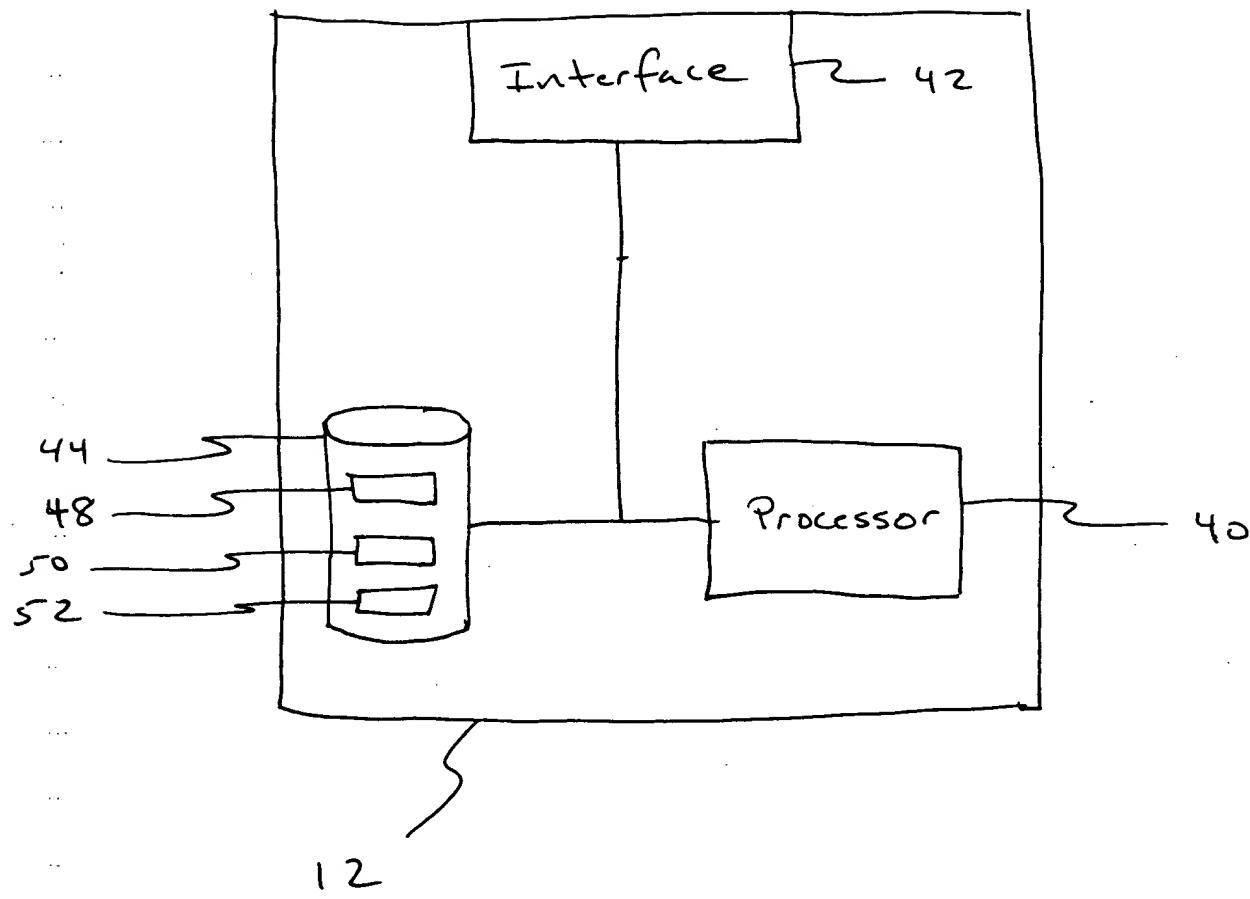


Fig 2

F-6-3

Promotion ID	UPC	Manufacturer	Retailer	Geographic Target	Start Date	End Date	Units Sold	Rebates Claims	Breakage (%)	Disbursement Option 1 \$50 Manufacturer's Rebate	Disbursement Option 2 \$40 Manufacturer's Rebate	Disbursement Option N none
5697	84581 Inc.	Widget Mfc.	Widget Sales	National	12/12/1999	12/12/2000	100000	40000	60%	\$80	\$80	none
5698	8792 WidgetTec	Widget Sales	Dallas	1/1/2000	1/1/2001	5000	2500	50%	\$40	\$40	Distributor's Gift Certificate	none
7203	1354 WidgetTec	Widget Warehouse	TX, CA	4/1/2000	1/1/2002	0	0	0	\$30	\$30	Distributor's Gift Certificate	\$50 Manufacturer's Credit

52

Transaction Promotion ID	Name Address	Purchase Information	Personal Information	Disbursement Option	Status
47315 5898	John Smith 4650 Candy Lane	3/14/00 from \$60.00 gift widget abasher certificate Sales	50 year old smoker	Pending verification	→ 86
47316 5898	Bill Ababor 4651 Candy Lane	2/17/00 from \$40.00 rebate widget Sales	20 year old computer hacker	authorized	→ 86
...
59327 7203	Phil Jackson 823 Hill Lane	4/20/01	50 year old coach	\$30.00 rebate awaiting mail in form	→ 8

82 }
62 } Transaction Promotion ID
80 }

84 →
86 →
88 →
89 →
90 →

Fig. 4

Widget Manufacturers, Inc.

100 ↗

62 ↗ Promotion ID: 08517

UPC: 059280000200

Product Description: Widget Carrying Case

Manufacturer: Widget Manufacturers, Inc.

Retailers:

- Widget Warehouse
- Widget Store

Geographic Target:

- Texas
- California

Start Date: January 1, 2000 End Date: January 1, 2001

Disbursement Option: 2

cash rebate value: \$50.00

gift certificate comment: []

manufacturer credit

custom

[first] [previous] [next] [last]

[cancel] [enter promotion]

102 ↗

Fig 5

CHOOSE A PRODUCT

Search Results for : Widget ↗ 129

120-5

Product / Manufacturer

5 Port Widget / WMI

10 Port Widget / WMI

Widget Carrying Case / WMI

Widget Adapter / Widgetch

New Search

search

Access Product Index

G10

Fig. 6

Fill Out Your Information

130



Widget Carrying Case

*this item must be purchased

between 1-1-2000 and 1-1-2001

First Name

Last Name

Address

City

State

 Zip

Phone

Email

Age

 optional

Occupation High-tech optional

How did you hear about this rebate? This website optional

Purchase Date

Store

Purchase Price

Location

How would you like to receive your rebate?

- \$30.00 rebate
- \$50.00 gift certificate to Widget Warehouse
- \$60.00 credit on Widget products
- 3 year extended warranty

Click 'Next' to proceed.

66

Fig 7

Joe Smith
4600 Candy Lane
Dallas, TX 75201
Transaction ID:100000257

place
stamp
here



82
140
Forward [Department No :745]
Forward Rebate
P.O. BOX 9018
COPPELL,TX - 75019
USA



Rebate Value: \$100.00
Valid Dates: 11-1-1999 to 1-31-2000
Card Scan Exec/Palm Organize
This item must be purchased between 11-1-1999 and 1-31-2000 in order to process a rebate.

Serial Number:

tape original register receipt here

tape UPC symbol here



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Fig 8

Congratulations! Your REBATE is READY

How would you like to receive your rebate?

\$70.00 Credit to purchase:

Widget Service Pack, \$100.00

Widget Software Upgrade, \$70.00

One year unlimited warranty, \$70.00

Three year unlimited warranty, \$100.00

TOTAL

\$60.00 credit on Widget Products

\$50.00 gift certificate to Widget Warehouse

\$30.00 rebate

150

Fig 9

Widget Manufacturer Inc.

Promotion Status

Widget Accessory Promotion
5-4-2000

180 -5

62 -

Promotion ID: 08517

Manufacturer: Widget Manufacturers, Inc.

Start Date: 1-1-2000 End Date: 1-1-2001

Product ID	Product Description
2587	Leather Carrying Case
2588	Nagahide Carrying Case

Retailer	Units Sold	Rebates Claimed	Disbursement Option 1	Disbursement Option 2	Breakage (%)
WW	10,000	3,000	2,000	1,000	70 %
WS	4,000	1,000	400	600	75 %
total	14,000	4,000	2,400	1,600	71.5 %

Target Area					
TX	6,000	2,400	1,000	1,400	60 %
CA	8,000	1,600	1,400	200	80 %
total	14,000	4,000	2,400	1,600	71.5 %

Disbursement Option	Description	# claimed
1	\$50.00 Gift Certificate	2,400
2	\$25.00 Cash Rebate	1,600

Fig 10

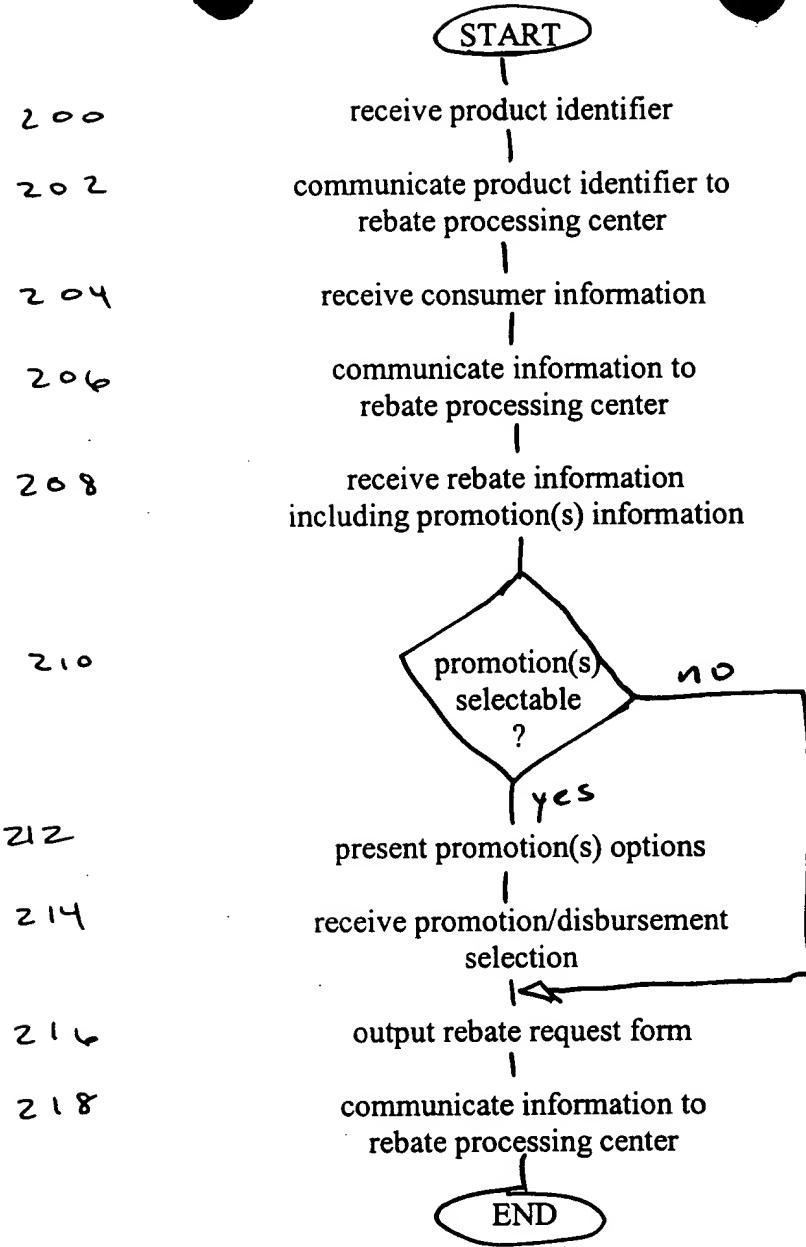


Fig. 11

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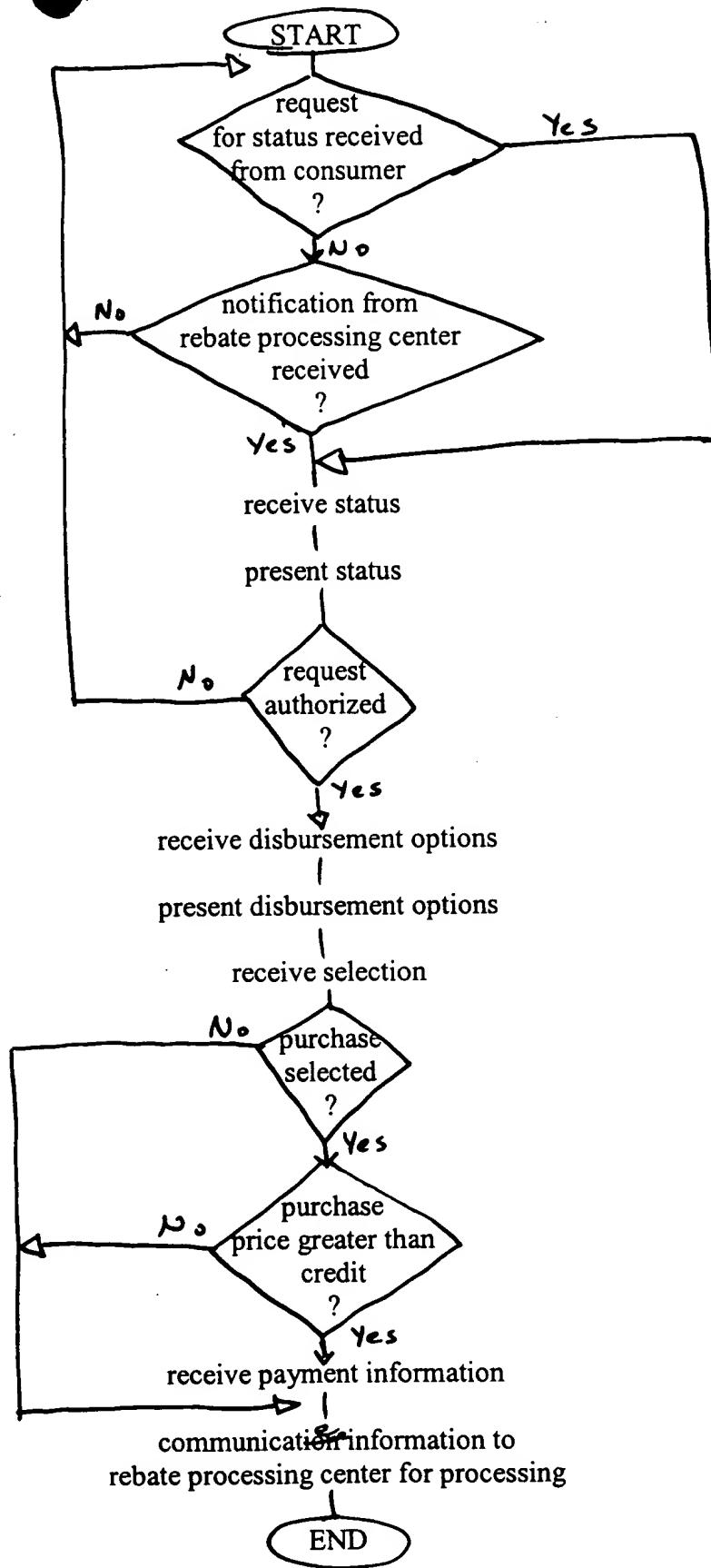


Fig 12

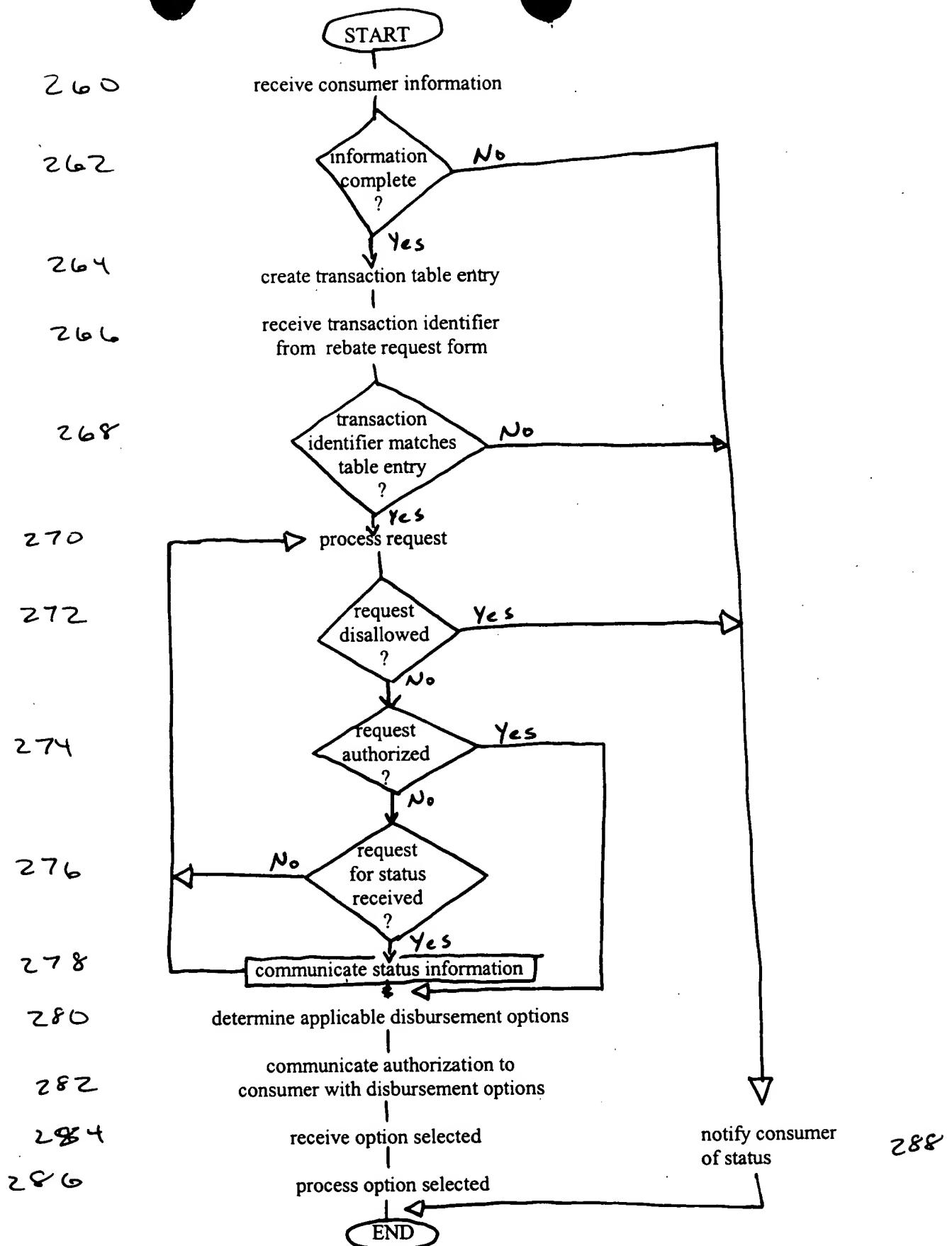


Fig. 13